Become a Video-First Publisher

Best practices from the world's largest network-independent video platform
No doubt about it: Video is the future of digital media.

Online videos reach more people, capture more imaginations, tell greater stories, and generate more ad revenue than ever before. Video is continuously growing into a viral engine that transforms total views into tangible value. There's simply no better time to join the movement.

This playbook, based on JW Player's experience working with thousands of publishers around the world, digests more than a decade's worth of insights for becoming a video-first publisher. Learn how to execute a strategy that not only engages audiences but boosts ad fill rates and CPMs.

Ready to revolutionize your business with video? Let's get started.
Video Advertising: By the Numbers

54%  
Overall growth in video advertising revenue in 2016*

145%  
Revenue growth in mobile video advertising*

7 Hours  
of online video watched, per person per week**

$19.8 Billion  
Forecasted amount in total digital video ad spend by 2020***

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*IAB Guide to Digital Video Advertising: Market size, Forecast and Trends  
**The Total Economic Impact of JW Player report  
***eMarketer
Don’t Just Pivot to Video—Be Strategic!

The concept of pivoting to video may be overhyped, but the chance to use video for monetization is real.

With great opportunity comes great complexity, though. The rise of programmatic video (automation of buying and selling of video ads) has made the digital advertising landscape increasingly difficult to navigate.

**Challenges Facing the Video-First Publisher:**

**Engagement**
How can I build audience and drive traffic to my videos?
How can I encourage intent-to-watch rather than autoplay?
What are ways in which I can extend my viewers’ interest through related content?

**Viewability**
Where is the best placement for my video player on the page?
What can I do to make sure that the user experience is smooth and seamless?

**Trust & Transparency**
How can I protect the integrity of the ad impressions on my videos?
How can I make sure that the ads that play in my video are reaching the intended audience?

The road to effective content monetization takes careful strategic planning. Learn how to increase viewership and attract premium advertisers with these five critical steps.
Five Steps to Becoming a Video-First Publisher

Step 1: Focus on User Experience

Make It Mobile-Friendly
Eighty percent of U.S. mobile users stream video on their smartphones. More than half of video content is consumed on mobile devices. Consumers expect a good mobile experience—they spend an average of nearly three hours per day on their devices.

Make Your Mobile Site Faster
Google’s open source AMP (Accelerated Mobile Pages) project enables mobile sites to load four times faster (1.4 seconds compared with the standard 5.3 seconds), resulting in increased site traffic and click-through. Speed up even more by limiting third-party trackers to less than 20 with the help of tools like Ghostery.

Make Sure Your Site’s Secure
Hyper Text Transfer Protocol Secure (HTTPS) protects passwords, personal data, and credit card information in addition to improving search rankings and brand image.
Step 2: Show off Your Content

Choose Eye-Catching Thumbnail Images
Pick an image that showcases a key moment in the video, feature faces, and/or provide a single point of focus with contrasting colors.

Choose SEO-friendly Metadata or Descriptions
Sum up your video with clear titles and critical keywords. To boost SEO rankings, don't forget to embed your metadata in your video files too so there's no discrepancy between what's in your video and what's on your page.

Choose a Large Video Player and Make It the Focal Point
Opting for a larger player (600x400 pixels or bigger) boosts engagement and ad revenue. Your video content should be the main element of the page.
Step 3: Strategically Build Your Content Library

Consider Length, Ad Placement, Frequency, and Format
An AOL study found that global consumers are watching videos that are 5 minutes or shorter daily. If your video is shorter than 90 seconds, opt for a 6- or 15-second pre-roll.

Consider Partnering with a Company to License Content
Supplement your library with professional or user-generated content from companies like VideoElephant, which offers 750,000 premium videos.

Consider Deepening Engagement with Video Recommendations
Help your users discover contextually relevant content that’s targeted to their interests and viewing behavior by using data-driven recommendations.
Step 4: Know Your Users

Understand Whether Your Views Are from Real Traffic
Explore fraud protection technology that can reduce the amount of false impressions from bots. Ads.txt, for example, is a tool that cleans up ad inventory to bring more transparency to the ad ecosystem.

Understand User Characteristics and Share with Advertisers
Tap into your site's aggregate analytics and share them with advertisers who can use them to tailor content. The more information you provide, the more justification for higher ad rates.

Understand Where and When Users Engage with Your Content
What time of day are they most likely to view content and on which devices? How often are your users tuning in? How are they responding to recommended videos? These factors are invaluable in optimizing video content.
Step 5: Set Up Your Ad Demand Stack the Right Way

Use a Video Player that's Compatible with Your Ad Server
Be sure that your player is HTML5-compatible and confirm that your player supports integration with your ad server or SSP.

Use Header Bidding
The growing trend of header bidding—the process of pre-bidding on digital inventory before it’s revealed on the open exchange—can unearth higher CPMs that are otherwise buried by the Google ad marketplace, leading to greater ad revenue.

Use Ad Tags with Limited Wrappers
Speed up ad delivery by verifying with your advertisers that ad tags are free of excessive wrappers, which collect information like bid requests, tracking, and analytics.
Your Video Publisher Checklist

**Could your user experience be better?**
- Speed up your page and player load times
- Make sure your site and player are secure
- Check that the player is mobile-friendly

**Are your videos viewable?**
- Select the ideal thumbnail image
- Use SEO-optimized titles and descriptions
- Evaluate the size and placement of your player on the page

**Are you featuring quality content?**
- Develop videos to complement your high-traffic, evergreen articles
- Consider partnering with video production partners to produce top-caliber content
- Enhance engagement with data-driven recommendations

**Are you gaining insight into your viewership?**
- Understand and leverage your site’s analytics
- Use anti-fraud tools to ensure views come from real people and not bots
- Know when, where, and how your audience is engaging

**Is your video strategy maximizing payout?**
- Check that your player is compatible with your ad server
- Explore header bidding
- Maintain direct relationships with advertisers
The Time Is Now

We've only scratched the surface of best practices in video advertising. In this complicated digital landscape, choosing the right video technology partner is key.

Schedule time with one of our video experts to review your ad stack and monetization strategy today.

Let's Talk